

## WHAT IS CLAIMED IS:

1. An holographic structure comprising an organic solvent based embossed layer, a metallic layer located onto the embossed layer, and an organic solvent based printing ink layer characterised in that the printing ink layer and the metallic layer are solely separated by a water solvent based primer.
2. A structure as in claim 1, whereby the embossed layer is formed from a lacquer applied to a thermoplastic film.
3. A structure as in claim 2, whereby the thermoplastic film is a polyester film.
4. A structure as in claim 2, whereby the thermoplastic film is laminated to another thermoplastic film.
5. A structure as in claim 1, whereby the metallic layer is an aluminium layer.
6. A structure as in claim 1, whereby the embossed layer is an acrylic based lacquer.
7. A structure as in claim 1, whereby the printing ink layer comprises a coloured ink and a white ink, the coloured ink having ethanol as an organic solvent and the white ink having ethyl-acetate as an organic solvent.
8. A structure as in claim 1, whereby the water solvent based primer comprises acrylic compounds.

9. A package made from a film laminate comprising an holographic structure as in claim 1.

10. A package as in claim 9, whereby each side of the film is made from a thermoplastic material.

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